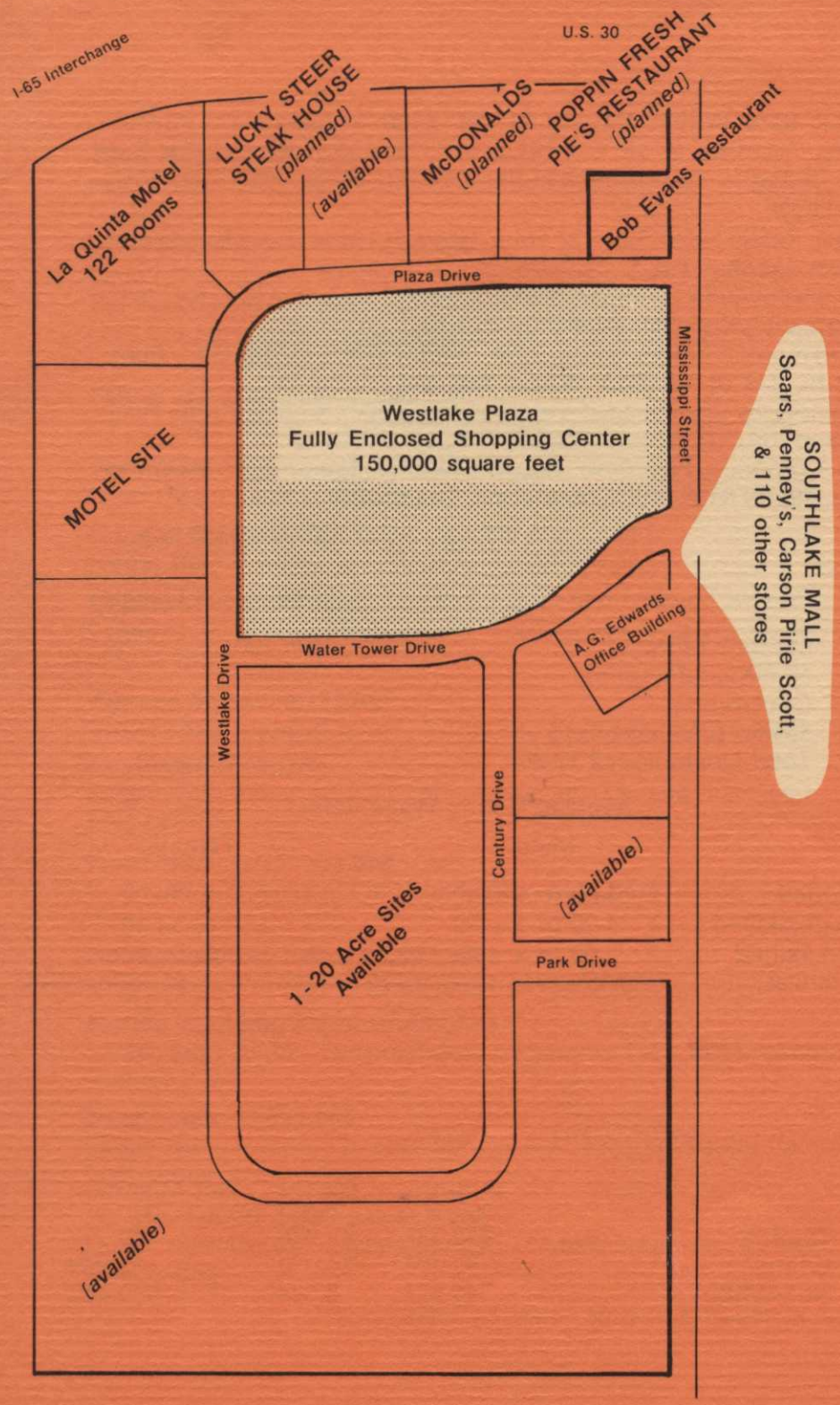


Traffic Counts Per 24 Hours - Sept., 1976

U.S. 30 East of Mississippi Street	33,000
U.S. 30 West of Mississippi Street	29,700
Mississippi Street South of U.S. 30	22,500
I-65 North	50,500
I-65 South	25,100

Whether you own or Operate a

Drug Store	Shoe Store
Super Market	Book Store
Variety Store	Card Store
Clothing Store	Boutique or
Candy Store	Art Gallery

or whatever your needs are

You should be here

FOR MORE INFORMATION CONTACT

THOMAS J. SMURDON or GEORGE C. SAMSON

500 West Lincoln Highway
Merrillville, Ind. 46410

(219) 769-1818

Owner • Developer • Builder • Leasing Agent

MERRILLVILLE GREW $33 MILLION IN '76

MERRILLVILLE—1976 saw tremendous growth in Merrillville with the issuance of 480 construction permits covering various construction totaling $32,618,035, an increase of $24,840,179 over 1975.

Of the total permits issued, 85 were for single family housing units; 14 were issued for 2-3-4 units, 1 apartment complex and 86 commercial buildings. No industrial buildings were started.

THE TWO BUSIEST months in the Planning and Building Department were April, with 67 permits issued of which 16 were for single family dwellings, and August with 16 single-family dwelling permits issued. However, in April 4 commercial permits made up part of the month's total dollar volume of $21,910,106, but no permits for commercial buildings were issued in August although the dollar volume was $741,092.

In September, 5 commercial permits totaling **$2,117,500** were issued and in June a total of 5 commercial permits accounted for **$1,701,769.** In all, **30 major construction permits were issued for structures estimated in the aggregate at $31,616,233.**

The largest single project was the Prudential Mid-America Building, 801 E. 86th Avenue in the Environ Executive Center, estimated at a cost of $13 million, followed by the Gary National Bank Office Tower (in the same complex) at a cost of $8,163,833. The estimated cost of Hickory Ridge Apartments at 57th and Cleveland Streets was $2,391,400.

Nine permits were issued for restaurants, 9 for retail and/or office facilities, 5 for office buildings, 2 for medical buildings, 2 for banks, 1 for Eagle Discount Center and 1 for the Shaver Chevrolet automobile dealership. One permit was issued for 2 quadrominiums to be constructed in Bel Oaks Subdivision, estimated at $160,000.

HOUSING

Total Homes in Community 6,000 Owner Occupied 90% Average Lot Size 80-100 Feet
New Units Constructed Last Three Years: Houses 490 Cost/Sq. Ft. $25-$35 Apartments 600
Houses for Sale 125-EST. Price Range $20,000 and up Apartments for Sale NONE
Houses for Rent 25-EST. Price Range $200-300/Mo. Apts. for Rent 50-EST. Price $160-350
Number of Hotels 8 Total Units 400

TAXES

Total Rate Within City 13.58 Per &100 Valuation-Yr. Payable 1976, Assessed at 33 1/3 TRUE VALUE Total Rate(s) For Surround Twps CALUMET $11.94; CENTER $9.22 PER $100 VALUATION
State Retail Sales Tax 4% State Gross Income Tax Or Adjusted Gross Income Tax
Unemployment Compensation Rate 0.1% 3.1$ EXP. RATING: Claimant's Benefits $60-$100; 26 wks.
Workmen's Compensation Rate EMPLOYER'S LIABILITY Benefits 66 2/3 of WEEKLY WAGE $90 MAX.
Exemptions (Homestead-Veterans-Mortgage) $1,000 (Individual) Exemptions (Industrial) $1,000 GROSS INCOME
No Corporate Franchise Tax Machinery, Equipment, Inventory Tax PROPERTY TAX Corporation Organization Fee

LABOR MARKET

Present Employment	Male AND Female
Manufacturing	106,200
Non-Manufacturing	124,900
Government	28,000
Strikes (Past Five Yrs.)	NO MAJOR STRIKES
Total Unemployed 12,400	- MINOR STOPPAGE

Average Hourly Wage Rates:

	Male	Female
Skilled	$ 4.50 to $10.00	$ 3.00 to $6.00
Semi-Skilled	$ 4.00 to $ 6.50	$ 2.50 to $4.50
Un-Skilled	$ 2.00 to $ 4.00	$ 1.50 to $2.80
Clerical	$80/Week to $200/Week	$80/Week to $200/Week

COMPONENTS OF POPULATION CHANGE 1960 - 1970 LAKE COUNTY, INDIANA

	Births	Deaths	Net Migration
Total	118,357	42,836	-42,537
White	92,403	34,212	-51,949
Non-White	25,954	8,624	+ 9,412

HERE'S HOW IT RANKS:
INDIANA'S SECOND LARGEST MARKET...EBI of $2,694,750,000

Total Households: 200,350
Larger than Honolulu, Omaha, Springfield/Holyoke, Charlotte/Gastonia

Total Retail Sales: 1,501,063,000
Larger than Akron, Richmond, Chattanooga, Omaha, South

Per Household Income: 15,450
Larger than Toledo, Phoenix, Tacoma, Miami, Tulsa, Oklahoma City

Eating and Drinking: 115,042,890
Larger than Akron, Oklahoma City, Memphis, Atlantic City

Supermarket Sales: 345,136,530
Larger than Toledo, Oklahoma City, Akron, Honolulu

General Merchandise Sales: 263,491,000
Larger than Youngstown/Warren, Omaha, Tulsa

Department Store Sales: 210,860,220
Larger than Norfolk/Portsmouth, Youngstown/Warren, Nashville, Omaha

Apparel Sales: 74,175,000
Larger than Tulsa, Wichita, Nashville, Grand Rapids, Toledo

Population 649,700
Larger than Syracuse, Salt Lake, Knoxville, Omaha, Lansing/East Lansing

Food Store Sales: 368,800
Larger than Syracuse, Oklahoma City, Memphis, Akron, Nashville

Home Furniture Sales: 74,502,000
Larger than Fort Worth, Toledo, Omaha, Oklahoma City

Lumber-Building Sales: 65,494,760
Larger than Akron, Fresno, Tulsa, Oklahoma City, Rock Island/Moline

Drug Sales: 49,885,000
Larger than Toledo, Omaha, Springfield/Holyoke, Grand Rapids, Oklahoma City

Per Household Retail Sales: 7,908
Larger than Detroit, Oklahoma City, Dallas, Nashville, Denver, Kansas City

*Source/Post Tribune Research Department

WESTLAKE PLAZA ENCLOSED SHOPPING CENTER OFFERS ONE OF THE MOST OUTSTANDING VALUES IN RETAIL AND COMMERCIAL SPACE AVAILABLE IN THE MIDWEST

The outstanding value offered at WESTLAKE PLAZA SHOPPING CENTER becomes quickly evident by observing the high degree of commercial development that surrounds it. The outstanding growth of the Merrillville area has been phenomenal, with a rate of expansion that is unparalleled. One of the first major developments in the area, the Twin Towers Office and Shopping Mall formed an initial base that was quickly utilized by a wide variety of firms from all over Northwest Indiana. Followed quickly by Southlake Mall, the area's outstanding regional retail center **which is directly across the street from this development** with over 110 stores, plus J.C. Penney's, Sears, and Carson Pirie Scott & Co., the area has continued to attract more development on all levels, commercial, retail, and light industrial, from local, regional, and national firms. In a major development just to the west of Westlake Plaza Shopping Center, Prudential Insurance has broken ground for their new headquarters, and construction has already started on the Gary National Bank's Broadway South Banking Center. **With a continuing rate of growth on this level, the opportunity offered by Westlake Plaza Shopping Center is truly outstanding.**

Whatever your requirements, whether you need retail, commercial, or professional space, Westlake Plaza Shopping Center can accommodate your needs. We have retail space available from 1500 sq. ft. and up. All utilities are available on site. Located at the Intersection of I-65 and U.S. 30, Westlake Plaza Shopping Center is the Crossroads of America. If you are considering Northwest Indiana now or for future requirements,

THERE WILL NEVER BE A BETTER TIME TO SECURE SPACE IN WESTLAKE PLAZA!

Westlake Plaza

FOR MORE INFORMATION CONTACT

THOMAS J. SMURDON

OR

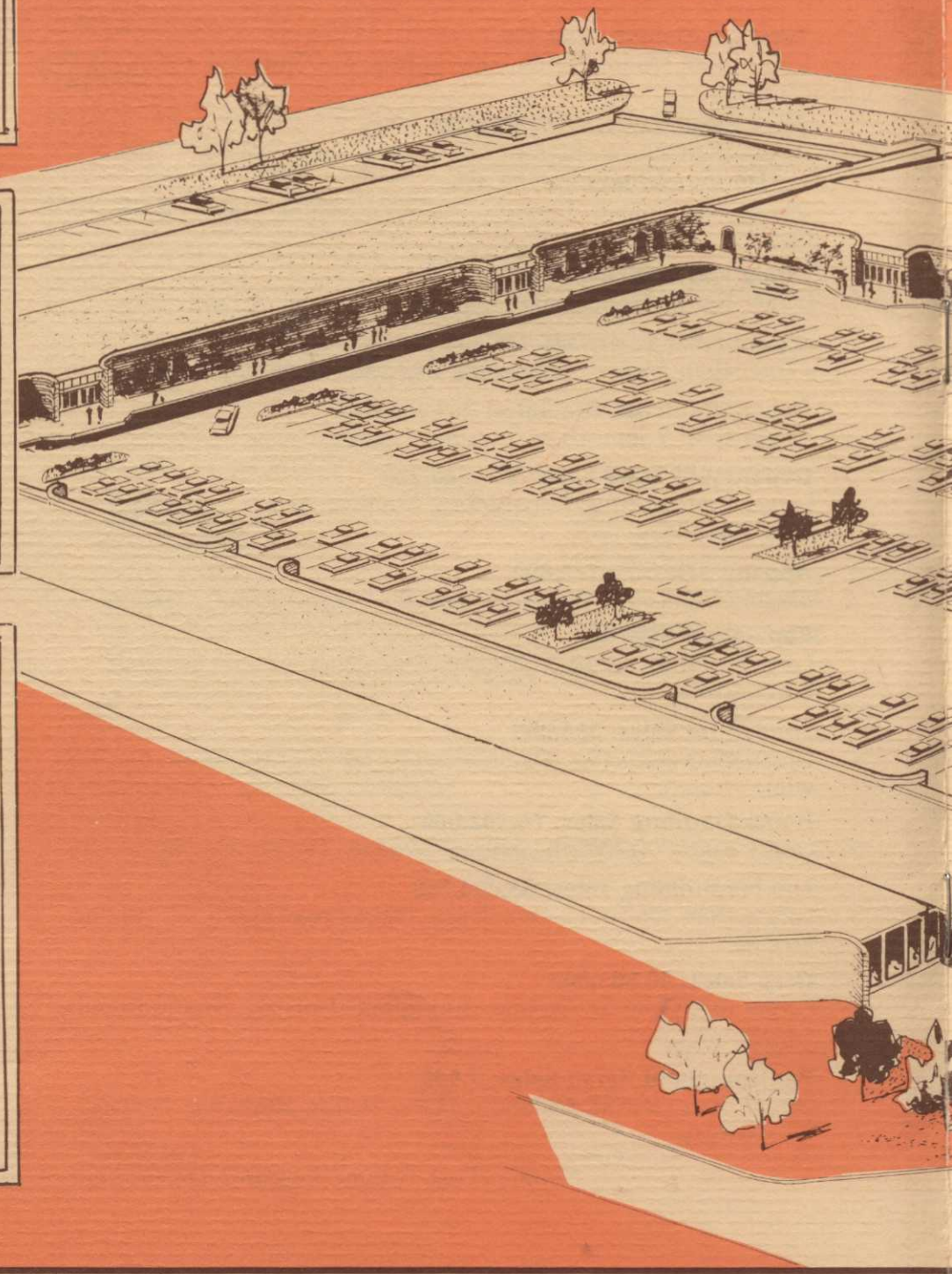
GEORGE C. SAMSON

(219) 769-1818

500 W. Lincoln Hwy.

Merrillville, Ind. 46410

Owner • Developer • Builder • Leasing Agent



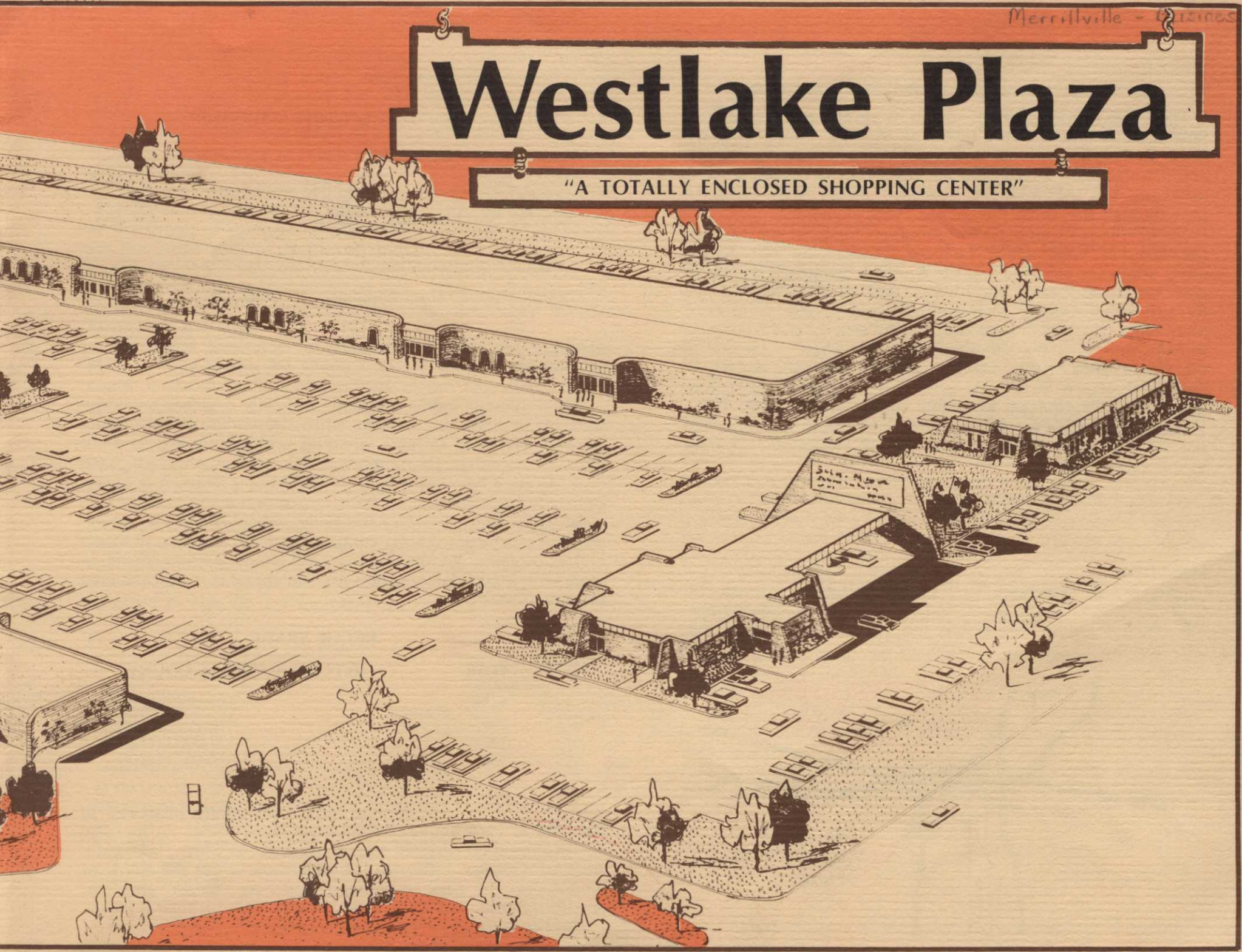
CENTRAL LIBRARY

INDIANA COLLECTION

Merrillville - Business

Westlake Plaza

"A TOTALLY ENCLOSED SHOPPING CENTER"



MERRILLVILLE, INDIANA

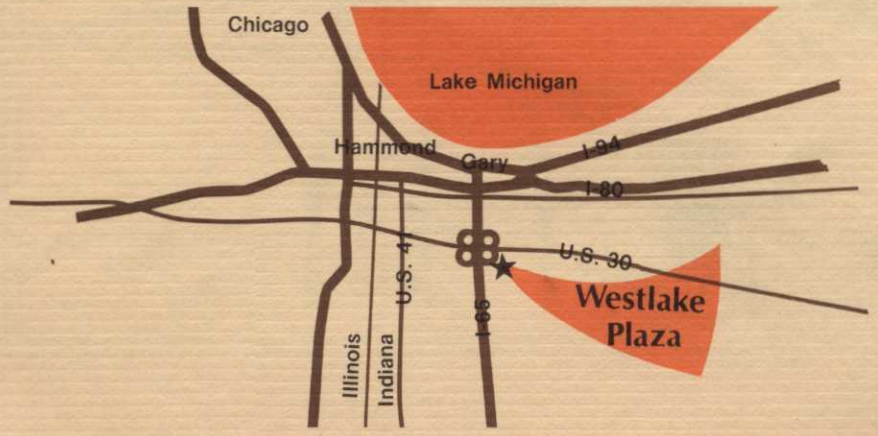
The Town of Merrillville is served by several major thoroughfares and a segment of the Interstate Highway System: Indiana State Routes 55 and 53, Merrillville-Madison-Harrison Street, and Interstate 65 which traverse the Town in a North-South direction; and U.S. Route 30 and Old Lincoln Highway which pass through the Town on an East-West alignment.

Merrillville is located on the suburban fringe of the Chicago Metropolitan Area, which includes Chicago, as well as the other urban complexes along the southern point of Lake Michigan. As such, it is economically tied to the Chicago area through employment, investment, industry and commerce. Merrillville is a major suburban growth area of the Northwest Indiana Region — the economic center of which is located in the Gary-Hammond-East Chicago areas along Lake Michigan. The ties between Merrillville and the economy of the Northwest Indiana Region are extremely strong and, in many ways, the economic base of the region and its future are more important to the Town of Merrillville than the economic activities in the Town itself.

COMMUNITY ANALYSIS

LOCATION

(Distance And Directions To Four Major Cities) Chicago, Ill. (NW) 33 Miles; South Bend, Ind. (E) 65 Miles; Indianapolis, Ind. (SE) 155 Miles; Terre Haute, Ind. (S) 160 Miles; Gary, Ind. (N) Borders.



POPULATION-ROSS TOWNSHIP

	City	County
1960 Census	14,854	513,269
1970 Census	28,845	546,253
1980 Projected Census	48,000	625,000

Standard Metropolitan Area Gary-Hammond-East Chicago

Retail Trading Area Population 700,000

THE REGIONAL ECONOMY

The Northwest Indiana Region is heavily oriented to manufacturing. In 1967, approximately half the workers in Lake County were employed in manufacturing, with about two-thirds of those employed in the primary metals sector. Although some diversification has occurred in the intervening years, it does not appear to have altered this basic concentration to employment appreciably. Steel and primary metals plants, as well as chemical and petroleum plants, continue to be the major elements of the economy in the Region, and many persons living in Merrillville travel daily to the Gary-Hammond-East Chicago area for employment.

RETAIL TRADE

YEAR	RETAIL SALES-LAKE COUNTY
1958	$ 581,514,000.00
1967	856,502,000.00
1972	1,137,000,000.00
1976	1,375,505,000.00

Retail sales in Lake County have **consistently increased in the 1958 to 1976 period.** Recent years have shown an increase in the proportion of retail sales made outside Gary, Hammond, and East Chicago. Estimates for 1976 show about two-thirds of the sales in the Gary, Hammond, and East Chicago area and one-third in the remainder of the County. This balance is quickly shifting in favor of the Merrillville area.

DEVELOPMENT TRENDS

The last 6 years have been considerable development activity in Merrillville. Building permit applications have been quite steady, with total value over the 1969-76 period at over $138 million. Commercial-industrial permits have amounted to over $75 million — approximately half of building permit value and probably representing as much as 65 to 75 per cent of actual construction.

Since the completion of Interstate 65 through Merrillville and the opening of the Southlake Mall, **U.S. 30 has emerged as the center of commercial and related development activities for the Town and for Northwest Indiana.** Development plans approved for the area by the respective legislative bodies include over 8 million square feet of retail, office and light industrial space, as well as a recently completed major hospital facility for the area.

The major generator for this development, the Southlake Mall, directly across the street, deserves special mention. The center is the major shopping facility in this part of the Northwest Indiana area, and has already a major impact on buying patterns, travel patterns, land values and utility needs. The mall is 1.2 million square feet and includes Sears, Penneys, and Carson Pirie Scott stores, plus 114 additional shops with L.S. Ayres Co. to break ground in July of 1977. The development is a marked contrast to the many "discount" type retail stores and walk-in carry-out food outlets built in the past five years along Broadway. The high cost of land along U.S. 30 has encouraged developments of high-intensity office buildings capable of generating sufficient income to be feasible. This is reflected in current developments and plans.

HOUSEHOLD INCOME, 1970

		Merrillville-Rexville-Lottaville
All Families	134,846	4,023
Less than $3,000	9,614	102
$3,000 to $4,999	8,375	89
$5,000 to $7,999	18,995	286
$8,000 to $9,999	20,464	306
$10,000 to $11,999	21,854	656
$12,000 to $14,999	23,819	874
$15,000 to $24,999	26,920	1,367
$25,000 and above	4,805	343
Median Income	$10,913	$13,965
Per Capita Income of Persons	$ 3,156	$ 3,971
E & P Market Guide 1975		$16,627

BUYING POWER IMPRESSIVE PROOF OF AREA HEALTH

How does Northwest Indiana rate on buying power? High!

The statistical proof is provided by the 1975 and 1976 Sales Management Survey of Buying Power. That prestigious study shows these facts about the Gary-Hammond-East Chicago Standard Metropolitan Statistical Area (**SMSA**) which includes Lake and Porter counties:

—While it ranks 60th in population and 64th in households among SMSA's in the nation, **its Median Household Effective Buying Income (EBI) ranks 20th in the nation.**

—**That EBI** (which, roughly, is the money left over for a family after paying taxes) **is the highest in Indiana.**

—The EBI for the entire area SMSA is $15,734 per household for 1976, up 9.3 per cent from $14,400 in 1975. The figure is $17,344 for Porter County, up 5.3 per cent, and $15,448 for Lake County, up 9.9 per cent.

The point is often made, and quite properly so, that Northwest Indiana's economic health depends on steel. That is true because the money made from the production and sale of steel from this area's many major plants provides the primary income not only for those who work in the mills, but also for most engaged in other business and work throughout the area.

But it is the money left in circulation for interchange among the various locally based businesses that is needed to keep the area economically healthy.

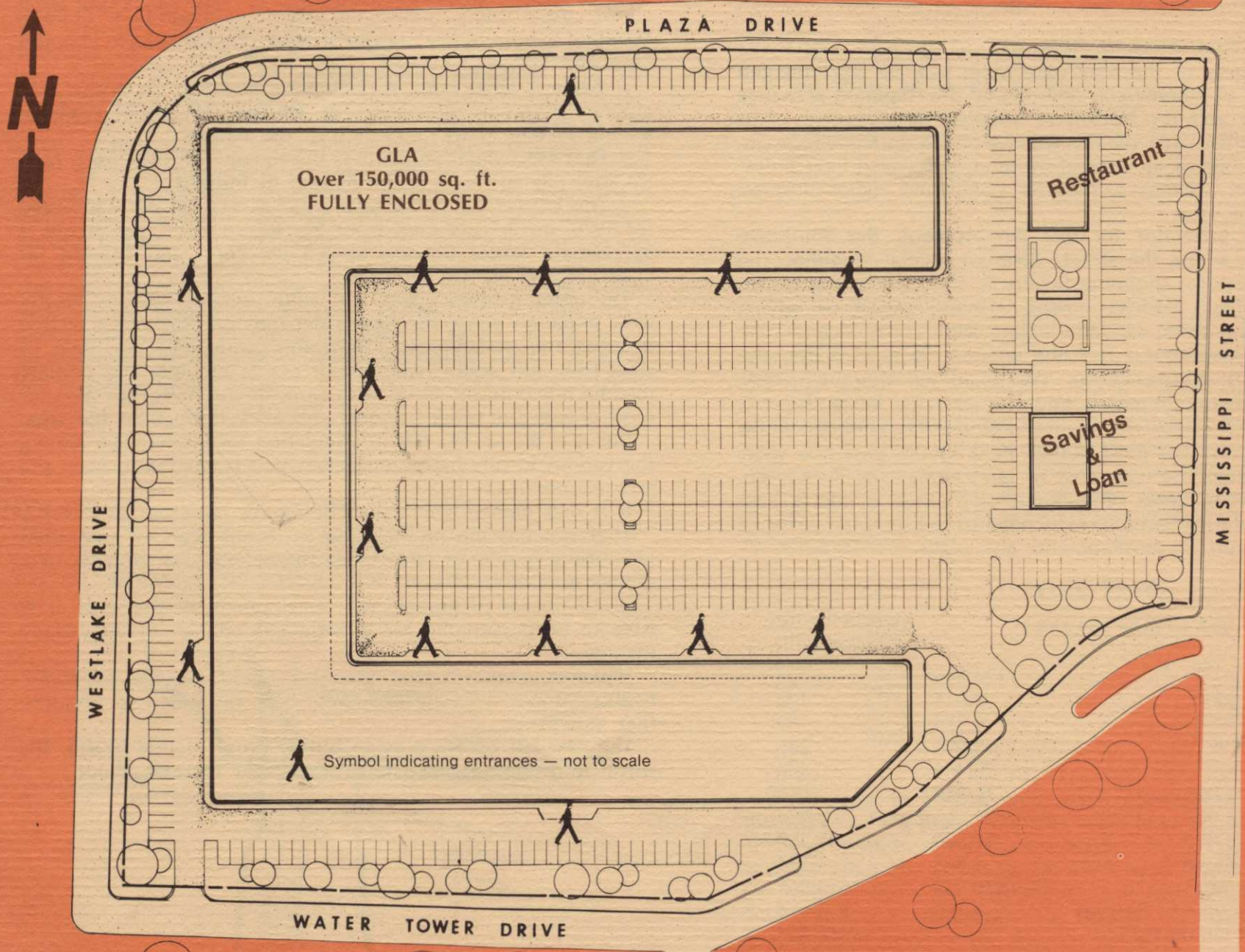
It is that money which the EBI figures represent.

That explains the proliferation in recent years of new merchandising outlets of most kinds throughout this growing two-county area.

In all phases of growth and development of the area, it is wise to keep planning for growth and change in an orderly manner.

However, none of that planning could provide economic health without a strong economic base on which to promote that growth.

The new EBI figures provide further proof of that health. It's worth throwing out our chest, flexing our muscles about.

Westlake Plaza
SITE PLAN

The unique design of **Westlake Plaza** is evident in this site plan. Westlake Plaza will provide the most convenient access and traffic pattern ever seen in a retail center of this size. The central parking area is surrounded by the U-shaped shopping center with 14 entrances — all with excellent access — no matter where you park.